

# Heath Weaver

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## Career

### Personal project to explore AI at EmailsandDeals.com

September 2024 – Present | Remote

- Designed and implemented the entire architecture for emailsanddeals.com, achieving a processing rate of 1 email every 5 seconds and improving deal extraction accuracy to 95%.
- Refactored backend systems, reducing page load times from 18 seconds to under 1 second by migrating to MariaDB and implementing Redis for task queuing.
- Automated content generation and affiliate link integration, enabling end-to-end processing of 11,500 emails with full system automation.

### Managing Director at Essence of Email Agency

June 2019 – April 2024 | Remote

- Overhauled customer segmentation and email strategies, boosting client revenue by 34% through targeted campaigns.
- Created a project planning system that increased team productivity by 94%, streamlining operations for eCommerce clients.
- Implemented AI-powered solutions like Custom GPTs for copywriting, saving 6% annually while enhancing customer satisfaction.
- Developed LinkedIn and cross-channel lead generation strategies, acquiring 6 new clients in under 3 months.

### VP of Marketing at Trilogy Software

April 2018 – February 2019 | Remote

- Developed and delivered a four-week Sales boot camp, enhancing sales team capabilities and contributing to a 25% improvement in training effectiveness.
- Created Marketing assembly lines for 15 SaaS products, streamlining product launches and sales strategies through comprehensive market analysis and sales enablement materials.

### Managing Partner & Co-Founder at Retorica & The Specialists Agency

August 2013 – August 2017 | Remote

- Directed daily operations and digital growth-hacking division, enhancing startups' and small businesses' digital presence through optimized advertising and websites, leading to notable campaign successes like Bombay Sapphire's Spice Hunter.
- Developed and implemented client-centric business strategies with the Board of Directors, focusing on differentiation through integrated online marketing approaches, significantly improving client engagement and satisfaction.

### Director, Europe at High Position Agency

April 2010 – June 2011 | Partially Remote

- Developed and implemented a multichannel e-business strategy, increasing revenue by 75% and reducing customer churn by 40% through innovative client management and process optimization.

## Head of Search Engine Marketing, Europe at Sony eCommerce Europe

July 2007 – March 2010 | Brussels

- Aligned European search activities with local marketing teams, achieving a 103% increase in search traffic year-on-year.
- Coordinated Pan-European search campaigns across 16 countries, securing top 5 listings for high-volume keywords, enhancing brand visibility and sales.
- Developed the 'locomotive' strategy, pivotal in turning VAIO's operational profit from 0% to over 5% in three years, as highlighted in Sony's annual report.

## Manager, Finance at Sony VAIO Europe

October 2003 – July 2007 | Brussels

- Developed Sony's first worldwide Marginal Profit analysis, enabling granular profitability insights by country/product/dealer, driving NIBT growth and setting a corporate benchmark.
- Implemented 'locomotive' strategy, contributing to VAIO's profitability turnaround from 0% to 5% operational profit in 3 years, as noted in Sony's annual report.
- Streamlined financial processes through automation, reducing monthly workload by 4 days and staff requirements, while achieving weekly financial closes.

## Financial Analyst and Investor Relations at Charlotte Russe

October 2002 – May 2003 | San Diego

- Automated reporting processes using Excel VBA (Macros), significantly enhancing management productivity and streamlining data analysis and presentation.

## Education

### Dixie State University - in Business Administration with Accounting and Marketing Emphasis

August 1997 – April 1999 | St. George, UT

## Skills

### Finance & Business:

Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

### Leadership & Management:

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

### Marketing & Digital:

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

### Technical:

AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

**Languages:**

English (Native) • French (Basic) • Italian (Learning)

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